

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Senegal

### Exporter Guide

#### Annual Update 2016

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**Report Highlights:**

A World Bank report indicates Senegalese economic growth will continue to accelerate in 2015 and 2016 due to the rebound in the agricultural sector coupled with the end of the Ebola epidemic in the region. The GDP is expected to grow by 5.3 percent for the period 2016-17. Dakar has a large expatriate population with relatively high disposable income to purchase food products and other consumer goods. Senegal's geographic position which is relatively close to the U.S. east and gulf coasts, and its relatively good roads, ports and airports, offer trading opportunities for U.S. food exporters, especially suppliers of bulk commodities (wheat and rice), intermediate (meat, condiments), and consumer-ready products (drinks and canned foods). The implementation of the new *Economic Community of West African States (ECOWAS)*'s *Common External Tariff (CET)* since January 2015 moved some agricultural products to a fifth band of products with a 35 percent tariff rate.

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## Section I: Market Overview

Senegal is primarily an agricultural country with a growing industrial sector, especially in Dakar, the capital. Its main food crops grown are millet, corn, sorghum, rice and vegetables. Peanuts are the primary cash crop and main agricultural export. Cotton is also grown, and there is a sizable coastal fishing industry. Large numbers of cattle, poultry, pigs, sheep, and goats are raised, although intermittent drought conditions do negatively impact the numbers. The country earns foreign exchange from fish, phosphates, peanut oil, peanuts, cotton, tourism, and services. Senegal has a small export-oriented horticultural industry. Its economy is highly vulnerable to variable rainfall. As the country depends on imports for approximately 70 percent of its food needs, Senegal remains vulnerable to changes in world commodity prices.

Senegal's economy is stronger than its immediate neighbors'. According to the World Bank, in 2015 Senegal macroeconomic performance reached a growth rate of 6.5 percent, a rate that hasn't been achieved since 2003, making Senegal the second fastest growing economy in West Africa, behind Côte d'Ivoire. In 2016, the growth remained strong with a rate of 6.4 percent during the first quarter.

Fishing and agriculture supported by good rainfall and targeted government programs (i.e. peanut, rice, horticulture), are the major drivers of the economy.

Senegal's economy could continue to benefit from the implementation of the Plan Senegal Emergent (PSE) launched in 2014, which aims to ease structural bottlenecks limiting growth. It is also intended to facilitate private initiatives, including investments in agro-industry, energy, construction, logistics, mining, road and rail-road transportation, tourism and services

In 2009, the Governments of the United States and Senegal signed a \$540 million Millennium Challenge Corporation (MCC) Compact which aimed to reduce poverty and increase economic growth by unlocking the country's agricultural productivity and expanding access to markets and services over a six-year period. The two primary Compact projects, Roads Rehabilitation and Irrigation and Water Resource Management, focused on investing in the road network and essential irrigation schemes in the Senegal River Valley and the Casamance region.

The MCC projects, through investments in infrastructure are expected to increase incomes for over 1.55 million Senegalese in approximately 138,000 households, thereby improving the quality of life for their families and future generations. In 2016, Senegal became eligible for a second compact. The Government of Senegal has identified some constraints that could be the focus area for projects funded by MCC.

Senegal benefits from the *African Growth and Opportunity Act* (AGOA) trade preferences. It also benefits from USDA Food for Progress programs that support economic development in the country. Shelter for Life, a USDA Non-Governmental Organization (NGO), has just completed feeder roads rehabilitation in the Casamance region of Senegal. The \$8 million project consisted of secondary roads rehabilitation, which included construction of 130 km of well drained lateritic roads, as well as 300 km of irrigation system over the years (2013-2016). The project connects rural roads to the national road RN6 highway, thus providing the inhabitants in the area access to primary markets and services.

Senegal, with its well-developed (although aging) physical infrastructure and diversified industrial base, is the economic hub of the region and one of the most visited countries in West Africa for business and tourism. Senegal has well-developed, though costly, port facilities, and an international airport that serves as a regional hub, serving 28 international airlines (including U.S. airlines and other foreign airliners with U.S. destinations). The Leopold Sedar Senghor International Airport is ranked first in the ECOWAS zone in terms of its flow of passengers. A new airport: The *Blaise Diagne International Aeroport* (AIDB) is being constructed in Diass, 29 miles from Dakar, occupying an area of 452,084 square feet. The airport was expected to open in 2015, but it is now expected to be functional in 2018. The current airport and port of Dakar are both well situated as they are located at the foremost western point on the African coast, crossroads for several maritime routes between Europe, North America, Latin America, and the African continent. The port size is estimated at 350,903,470 square feet with capacity to host container-carriers, cargo vessels, roll-on roll-off vessels, tankers, and fishing boats. It includes infrastructure for transit to inland countries such as Mali and Burkina Faso, and is connected to the international railway network.

Senegal has one of the most reliable telecommunications infrastructures in West Africa. Senegal's energy sector is at the crossroads of the country's development plan. The demand for electricity has grown a lot faster than its supply. The national utility company SENELEC lacks an efficient organizational structure and access to funds for investments in power plants and transmission-lines to cope with the increasing demand. Its reserve capacity presently is insufficient causing frequent outages that result in transmission losses. Old thermal power plants and increasing oil prices result in high average production costs. The Government of Senegal has indicated that the resolution of the energy issue is a fundamental prerequisite for the achievement of PSE economic performances. Consequently, it aims to reduce the cost of electricity production and improve the rural electrification rate to achieve full coverage by 2030.

Power Africa, the new program launched by President Obama in 2013, is a multi-partner initiative in Senegal led by USAID and OPIC. It aims to increase electricity production in the country from, 500 MW to over 1,000 MW in the next three to five years with financial and technical assistance from partners and sponsors that include the World Bank Group, the European Commission, and the Government of Japan as well as others.

Kosmos, a U.S. company, in 2016 discovered huge reserves of natural gas estimated at 25 trillion cubic feet along the offshore Border of Senegal and Mauritania. A Memorandum of Understanding (MOU) was signed between the two governments for the development of the resource. For more information, visit <http://www.kosmosenergy.com/operations-greater-tortue.php>

Senegal's commercial policies are primarily oriented towards regional integration as the country is an active member of the *West African Economic and Monetary Union* (WAEMU), along with eight other countries: Benin, Burkina Faso, Cote d'Ivoire, Guinea-Bissau, Mali, Togo, and Niger. WAEMU is a union based on free markets and reliance on a common commercial policy (harmonized customs), and is becoming a dynamic regional financial market. Senegal is also a member of the 16 *Economic Community of West African States* (ECOWAS), a market of more than 200 million consumers. On January 1, 2015, Senegal adopted and implemented a new ECOWAS common external tariff (CET) which establishes a 5<sup>th</sup> band of products subject to 35 percent import duty in addition to the existing 4

bands, at 0, 5, 10 and 20 percent, respectively. The new tariffs are applied to specific goods including agricultural products to protect local production. The new CET is being implemented by all ECOWAS countries.

Senegal is a food deficit country for cereal staples, such as wheat and rice. It is the third largest African importer of rice after Nigeria and Cote d'Ivoire. In 2015, it imported 989,000 tons of rice compared to 959,000 tons in 2014 (3 percent increase), and 805,000 tons from January to October 2016. Population growth, urbanization and evolving diets have led to increased wheat imports in Senegal. Moreover, Senegal imported approximately 584,000 tons of wheat and wheat flour in 2015 compared to 545,000 tons in 2014 (7 percent increase), and 499,000 tons from January to October 2016.<sup>1</sup> Wheat, rice, meat, canned fruit and vegetables, and condiments are potential exportable commodities for U.S. suppliers. (See table C and D for market share and export data).

The import market for food and agricultural products is dominated by European, Asian, South America and African suppliers. France dominates the market for wheat and high value processed products due mainly to competitive prices compared to the United States.

Senegal has a high number of expatriates and the number of high-income consumers has continued to increase. This has contributed to greater demand for *high-value products* (HVP). The high population growth (2.42 percent) and urbanization (3.6 percent) indicate that this trend will continue<sup>2</sup>. *Casino*, a major French grocery chain is well established in Senegal, bringing with it a more expanded product range, including some U.S. origin products. Another supermarket chain, *CityDia*, a subsidiary of the French owned Carrefour group, has opened multiple stores in Dakar as well as convenience stores in the TOTAL gas stations. ATAC, a supermarket chain, distributes mainly French brand of products. Since 2016, AUCHAN, a French international hypermarket chain has opened multiple retail stores in Dakar.

Since 2012, India has remained the top rice supplier followed by Thailand and Brazil. India has 61 percent share of the rice market. Market potential exists for new entrants for bulk, intermediate and consumer products. Senegal has imposed a ban on importation of frozen poultry from all origins since November 2005, claiming it was instituted to prevent and control avian influenza, but it does appear to be directed at protecting the local poultry sector.

U.S. agricultural exports to Senegal totaled \$23.1 million in 2014 but decreased to \$11.8 million in 2015. However, from January through October 2016, U.S. agricultural exports rebounded, increasing to \$ 21.1 million. Accounting for the increase were Soybean oil (\$3.6 million), soybean cake (\$ 4.5 million) and corn (\$8.2 million). The data may include food aid. (See table C)

Although Senegal's domestic market is small by U.S. standards, its increasing openness to foreign trade and investment, coupled with its geographic location, present significant opportunities for U.S. food exports to the country, as well as other countries in the region. In 2005, American Chamber of Commerce opened an office in Dakar to foster business relationships, including increased investments and trade between Senegal and the United States. In addition, the U.S. Department of Agriculture's

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<sup>1</sup> Statistical Source: Global Trade Atlas

<sup>2</sup> The World Fact Book – Central intelligence Agency (CIA) <https://www.cia.gov/library/publications/the-world-factbook/geos/sg.html>

Foreign Agricultural Service (FAS) is located at the U.S. Embassy in Dakar. The office covers Burkina Faso, Cote d'Ivoire, Guinea Bissau, The Gambia, Mali, Mauritania, and Senegal.

The population of Senegal is estimated at 14.3 million people, with 43.7 percent living in urban areas. The capital city, Dakar, hosts 25 percent of Senegal's total population or roughly 3.5 million people. The other highly populated area is the peanut belt (center of the country), which accounts for more than 35 percent of the population. In general, Senegal population is quite young as 65 percent are between the ages of 15 and 64 years. Rural farmers involved in rain-fed agriculture account for 77.5 percent of the workforce. Foreigners represent about 2 percent of the population, mainly based in Dakar, where they are involved in business activities in the industrial and services sector, as well as in international organizations. Since 2014, the Government of Senegal has continued to support the PRACAS which is the program to accelerate the agricultural sector development in Senegal. Since 2014, the Government of Senegal has continued to support the PRACAS, a multi-year development program with the primary goal of boosting production of key agricultural products. Specifically, the program aims to increase rice, onions, groundnuts, fruits and vegetables output to 1.6 million tons, 350,000 tons, and 150,000 tons, respectively, by 2017. It also aims to boost exports of groundnuts to 150,000 tons, as well as fruits and vegetables exports to 157,500 tons yearly. In MY 2015/16 Senegal produced 906,000 tons of paddy rice, and one million tons of peanut, while fruits and vegetables exports increased by 14 percent (69,000 tons) compared to the previous year's exports. Investment opportunities exist for U.S. businesses in agricultural equipment, supplies, seed treatment centers, and warehouses.

The table below highlights U.S. comparative advantages and challenges:

Advantages	Challenges
Senegal's status as a major commercial hub in West Africa; sophistication of higher-income consumers.	Limited U.S. interest due to the relatively small market size. French and Asian domination of the market as well as competition from cheaper and lower quality food products from Asia and Europe. Examples: rice and wheat.
Senegal has one of the region's more active maritime ports; Regular airlines including Delta from U.S. east	Higher freight rates and longer transit times from the U.S. than from EU, Asia or South Africa.

coast airports fly daily to Dakar.	
Senegal's population of 14.3 million is growing at an annual rate of 2.45 percent per annum. Gross Domestic Product (GDP) in 2015 was estimated at 6.5 percent compared to 4.3 percent in 2014 <sup>3</sup>	In 2015, the average per capita income was estimated at \$2,500 <sup>[2]</sup> . Poor governance and administrative hurdles have discouraged foreign and domestic investment in the economy.
Creation of the <i>Agence de Promotion et Investissement des Grands Travaux</i> (APIX) in 2000 with the mandate to promote Senegal as an investment destination.	U.S. exporters are not taking full advantage of this useful service which can provide incentives for investment in Senegal.
Opportunities exist for U.S. products targeting niche markets, and there is a growing interest by U.S. commodity associations (U.S. Wheat, U.S. Rice Federation, <i>World Initiative for Soy in Human Health</i> (WISHH) and <i>U.S. Soybean Export Council</i> (USSEC) etc.) in Senegal and extensively West Africa.	U.S. exporters do not have complete knowledge about the Senegalese market, and the French language poses a barrier to English only speaking countries.
Common External Tariffs for imports among the <i>Economic Community of West African States</i> (ECOWAS) countries	High cost of doing business (such as port processing and customs duties) relative to neighboring African countries. WAEMU recommended value added tax (VAT) may apply to some imported agricultural and food commodities at the port of entry as a duty.
The Senegalese consumer perceives U.S. products as meeting high quality standards. Export financing opportunities exist through EXIM Bank.	U.S. products are not always price-competitive due to high freight costs for products shipped from the States. Financing packages such as supplier credit, made available by European competitors have disadvantaged U.S. companies.

## Section II: Exporter Business Tips

The following is a list of tips on exporting food and agricultural commodities to Senegal. They are grouped into subject headings "*Marketing and Communication*" and "*Exporting*."

### Marketing and Communication

- Senegal operates at Greenwich Mean Time (GMT). Dates are written in day/month/year format. For instance 4/11/2016 means November 4, 2016. Make sure your correspondence and contacts with your local partners and facilitators take these differences into consideration.
- The official language is French which is used everywhere in conducting business and is spoken by most literate/educated Senegalese. Wolof is the most widely used language among the six national languages (it is spoken by 80 percent of the Senegalese); the other national languages are Diola, Serere, Pulaar, Soninke and Mandingo. Try to learn a few words of Wolof, at least for social greetings. Senegalese usually socialize first before getting down to real business.

<sup>3</sup> The World Fact Book – Central Intelligence Agency (CIA) <https://www.cia.gov/library/publications/the-world-factbook/geos/sg.html>

- Be patient and be prepared to be invited to non-business related meetings such as dinner or lunch. When invited for lunch or dinner at home, do not bring any food with you, but do not hesitate to say politely what foods you do not eat.
- As a westerner, Senegalese who are not yet acquainted with you will formally address you with “Mr.” or “Mrs.” followed by your family name.
- Although you may start with direct informal contacts with your local partner, Senegal’s administrative system is influenced by the French system and requires that you write formally to your contacts to introduce yourself and your business.
- Foreign businesses are highly recommended to hire a representative or an agent (s) with strong connections. The agent should have an extensive knowledge of the local economy and government regulations and institutions involved in trade, as several government bodies are assigned to regulate and approve commercial initiatives. Good connections with government officials can speed up administrative procedures related to your business. However, set-up a mechanism to closely monitor your agent against agreed performance.
- There is a strong consumer preference for small package size.
- There are several companies and private consultant firms providing information and guidance on food exports to Senegal and other WAEMU countries. To find out about services available, visit:
  1. The *Agence Nationale Chargée de la Promotion et de l’Investissement des Grands Travaux* (APIX) website <http://www.investinsenegal.com/>
  2. The website of Trade Point Senegal (<http://www.tpsnet.org>),
  3. The *Centre International du Commerce Extérieur du Sénégal (CICES)* website <http://www.cices.sn>
  4. *Agence de Développement et d’Encadrement des Petites et Moyennes Entreprises* (ADEPME) web site <http://www.senegal-entreprises.net/import-export.htm>.
  5. *Chambre de Commerce d’Industrie et d’Agriculture de Dakar* (CCIAD) <http://www.cciad.sn/>

You are also strongly advised to consult with the Office of Agricultural affairs (USDA-FAS) at the U.S. Embassy Dakar (*see contacts under Section V*).

## Exporting

- Conduct market research, especially for product testing, price comparisons; identify competitors, and reviewing export statistics of the five previous years to determine the size of the market. Be patient and take time to understand the dynamics of the market and consumers’ preferences.
- Be cognizant that good market data may not exist. You can contact the National Agency for Statistic and Demography (ANSD) for trade data<sup>4</sup>. The supply of imported goods is erratic, and there may very well be pent-up demand for your product. The best approach is to contact the importers – they know their customers’ tastes and needs as well as feasible quantities they are likely to purchase.

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<sup>4</sup> [www.ansd.sn](http://www.ansd.sn)

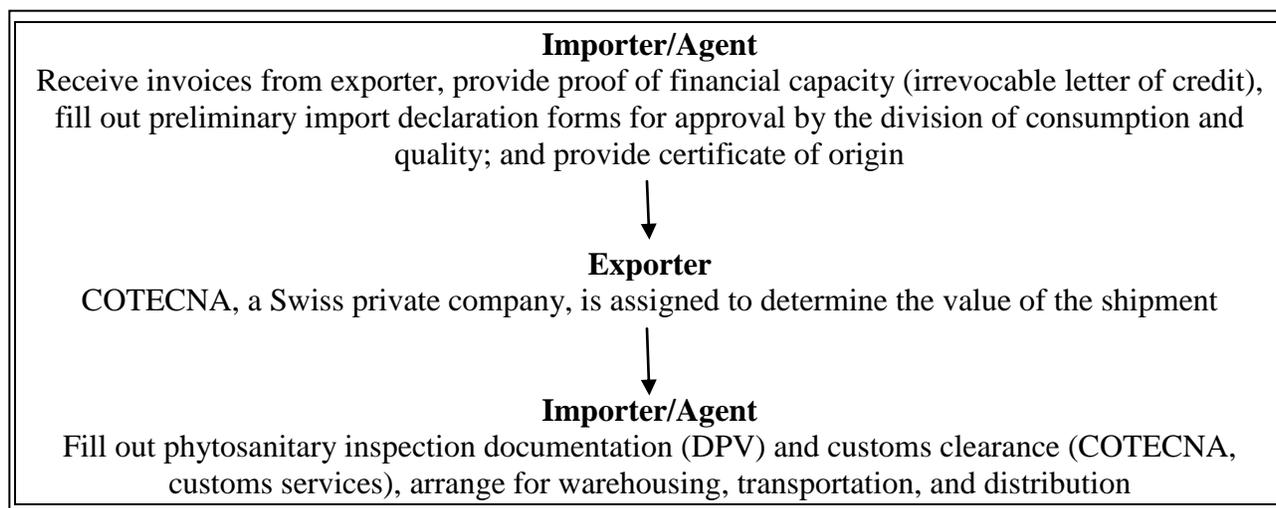
- Senegal organizes each year in Dakar international trade fairs: *Foire Internationale de Dakar* (FIDAK) in November or December, *Foire Internationale d'Agriculture et de Ressources Animales* (FIARA) in March. Plan to participate in at least one event to advertise your products and/or make business contacts including with companies located in other West African countries. U.S. companies can expand or strengthen business relationships between participants and access to a sub-regional market.
- Make sure your local partner (importer or agent) can fulfill the administrative requirements for your products entry into Senegal. Several services are involved in the processing of import authorizations.
- Commercial food commodities that enter the port of Dakar are subject to phytosanitary inspections by the *Directorate of Plant Protection* (DPV) and the *Ministry of Commerce*. These tests are conducted on samples selected from the shipment, but this process does not preclude your agent from pursuing the registration approval process. Prior to shipping your products, make sure your agent or importer has received the bill of lading and the phytosanitary clearance documents.
- Exporting documents required in Senegal include the following:
  1. Two copies of the commercial invoices *which indicate the identity and* contacts of the exporter *and the importer*; a complete description of the merchandise, its weight and quantity, and CIF value; and a complete description of the merchandise. The invoice should be written in French or issued with a certified French translation.
  2. A Pro Forma Invoice containing the aforementioned information
  3. A Certificate of Origin provided by the importer, specifying the quantity, quality and prices of the products subject to customs duties. COTECNA, a Swiss private company, is assigned to determine the value of the shipment, on the basis of which customs fees are determined and deliver a certificate of verification if the amount exceeds 5 million CFA (\$10, 000). U.S. exporters are urged to contact COTECNA's U.S. office at [www.cotecna.com](http://www.cotecna.com) or visit the following site [http://www.cotecna.com/en/Services/Government-Programs/~media/Documents/PDFs/EN/Guidelines\\_for\\_Exporters.ashx](http://www.cotecna.com/en/Services/Government-Programs/~media/Documents/PDFs/EN/Guidelines_for_Exporters.ashx) for further information
  4. A bill of lading
  5. A phytosanitary certificate

Import procedures include the following:

- Importers must deposit a Preliminary Import Declaration seven days before shipping imported goods having a value equal to or greater than \$2,000.
- Automatic approval of the Preliminary Import Declaration is obtained from The Division of Consumption and Quality of the Ministry of Commerce by submitting three copies of the pro forma bills of lading with the declaration. The Preliminary Import Declaration is valid for two months and can be renewed. This must be canceled and reissued if there is a change in supplier, an increase in the value of the order of more than ten percent, or a modification in the quantity of the order.
- Any FOB import value equal to or greater in value than CFA three million (\$6,000) must be inspected by a U.S. pre-shipment inspection company before the shipment. This company must present a clear report of findings; and issue a Pre-Shipment Inspection Certificate (PSI). Note that PSI is not required for the following products:

- Live animals
- Perishable goods for human consumption neither frozen, nor deep frozen (meat, fish, vegetables and fruit)
- Plants and flowers
- Cereals (HS chapter 10) imported by the public sector or approved by the public sector
- Imports with a total order FOB value equal to or below CFA 3 million

The following chart describes the documentation flow for imports:



- Make sure your product is packed and shipped for tropical climate weather and provide clear storage instructions (preferably in French). This is important as only a few cold storage or air-conditioned facilities and delivery trucks exist.
- Consider investing in promotion and advertisement, especially when introducing a new product or brand. Most local distributors of imported products will expect their suppliers to provide or participate in advertising and promotional support. Sales promotion material and technical documentation should also be in French.
- Payment may be made by cash, check, wire transfer or any other legal and accepted methods. Most suppliers demand a 50 percent down payment at the time of order and the remaining half after delivery. Some require advance payment. Be aware of government and parastatal clients whose payments may be delayed. Normally, payments are made within 30 to 60 days. Any payment for imported goods greater in value than CFA one million (\$2,000) must be made through an approved Senegalese bank or financial institution.
- There are several private customs and transit consultant firms that can assist your agent or importer speed up these procedures and thereby reduce cost related to administrative authorizations.
- Be aware of Senegalese labor laws<sup>5</sup>

<sup>5</sup> <http://www.nationsencyclopedia.com/economies/Africa/Senegal-WORKING-CONDITIONS.html>  
[http://www.senegalaisement.com/NOREF/legislation\\_travail\\_senegal.html](http://www.senegalaisement.com/NOREF/legislation_travail_senegal.html)  
<http://www.equalrightstrust.org/ertdocumentbank/Senegal%20-%20Code%20du%20travail.pdf>

- Study the most recent USDA GAIN reports for Senegal and West Africa produced by the Foreign Agricultural Service (FAS). These reports are available online at <http://www.fas.usda.gov>. You may also need to visit the U.S. Embassy Dakar website<sup>6</sup> to read the Country Commercial Guide for Senegal for further trade and guidance.
- Contact the Foreign Agricultural Service (FAS) in the U.S. Embassy, Dakar ([Agdakar@fas.usda.gov](mailto:Agdakar@fas.usda.gov)) for any issues such as standards, tariffs, regulations, labeling, potential buyers and other concerns.

### Section III: Market Sector Structure and Trends

#### Distribution Channels

The distribution network in Senegal can be sub-divided into importers-wholesalers, semi-wholesalers and retailers. Most importers have storage facilities and so do wholesalers. Their clients are semi-wholesalers who sell to retailers and directly to customers.

Senegal's food market is made up of various levels of distribution channels. Its modern distribution sector which includes a hypermarket, supermarkets, and modern convenience stores is dominated by a few French and Lebanese owners. However, some Senegalese investors have entered this market niche in recent years. The main modern hypermarkets and supermarkets are *Hypermarket Exclusive*, *Casino*, *CityDia*, *ATAC*, and *Auchan*. These companies import food products directly from European, American and Asian suppliers, which they make available in their local retail outlets for consumers. Most of these stores are in Dakar (the main trade hub of the country with nearly 3 million people), and their main customers are upper and middle class workers and the expatriate community. The modern food distribution sector includes competitive traders in the wholesale and retail distribution channels of various consumer foodstuffs. These include gas stations and convenience stores.

The retail food sector is essentially made up of independent shops called "boutiques" selling primarily food products. They account for the largest portion of the food distribution sector, as they cater to the largest population, especially those with lower purchasing power. Their share of the food market is difficult to quantify because most of them are informal. There are small convenience stores, such as *Select*, *CityDia Express*, *Auchan*, *Pridoux*, *Le parcours*, *Mary Market*, and *American Food Store* located in residential areas selling diverse food items. The *American Food Store* distributes mostly U.S. food products. The informal food distribution sector also includes small retailers of fruits, vegetables, fish, meat, and beverages located in streets or municipal markets.

Tourism is the second dynamic sector after fishing followed by phosphates and peanuts. Senegal hosts 744 registered hotels and resorts. Some of them are of European or American standards, as well as thousands of restaurants, bars and catering services. Most of these HVP consumers and food service providers are in Dakar, Mbour, Saint-Louis and Ziguinchor, the most important and dynamic tourism cities. On average, Senegal hosts about 900,000 tourists yearly, mostly from France, with about 5 percent from the United States.<sup>7</sup> Senegal expects to host an annual 3 million tourists per year by 2022.

<sup>6</sup> <http://dakar.usembassy.gov>

<sup>7</sup> [www.ansd.sn](http://www.ansd.sn)

The number of fast food restaurants, modern bakeries and ethnic foreign restaurants (Indian, Chinese, French, Vietnamese, Italian, etc.) has also increased noticeably in recent years. Although, these are relatively small consumers of HVPs, the increasing urban, middle class and expatriate population and the tourism industry offer sales opportunities for U.S. high-value food, such as U.S. beef, and food services.

The domestic food processing industry is dominated by the wheat, sugar, fish and tomato paste industries. Most HVPs are imported from Europe and Asia. U.S. brands have been increasingly entering the market since 2000 with the freeing of the import markets. Senegal's processing capacity of HVPs is very limited due to under-developed industrial infrastructure. Most locally produced HVPs are of lower quality (particularly cereals and beverages) and do not meet HVP consumer needs.

#### **Section IV: Best Consumer Oriented Product Prospects**

##### ***Best Agricultural Product Prospects<sup>8</sup> :***

- Rice
- Wheat
- Corn
- Vegetable oil
- Soybeans/soybean meal
- Feed and fodders
- Planting seeds (peanuts, fodder plants)

##### ***Best HVP product prospects:***

- Milk (Liquid milk, Skimmed and whole powdered milk)
- Canned fruits and vegetables
- Tomato puree/ketchup
- Bottled vegetable Cooking oil
- Fruit preparations and juices

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<sup>8</sup> Refer to GAIN reports on Rice and Oilseeds

- Spices and sauces including soy sauce
- Mixed seasoning
- Condiments
- Breakfast cereals
- Margarine/butter
- Pasta products
- Snack foods (biscuits, cakes etc.)
- Confectionery products (candies, gums etc.)
- Ice cream
- Spirits, liqueurs
- Beers and Wines
- Nonalcoholic beverages (Tea, coffee, fruit drink)
- Bakery and other food Ingredients (Yeast & Baking powder)
- Mayonnaise and Salad Dressing
- Baby Foods
- Canned soups/powdered soups
- Health food products

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Appendix: Statistics

**Table A: Key Trade & Demographic Information**

	2013	2014	2015	Jan-Oct 2016
Agricultural Imports From All Countries (\$Bil) / U.S. Market Share (percent)	1.5/1.0%	1.4/1.4%	1.2/1.3%	1.0/1.5%
Consumer Oriented Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%)	460/1%	490/0.4%	387/0.7%	353/0.7%

Fish and Seafood Imports from All Countries (\$Mil) / U.S. Market Share (%)	22/0.0%	16/0.00%	20/0.2%	18/0.%
Total Population (Millions) / Annual Growth Rate (%) <sup>9</sup>	13.3 (July 2013 est.) 2.51 (2013 est.)	13.6 (July 2014 est.) 2.48 (2014 est.)	13.9 (July 2015 est.) 2.45 (2015 est.)	14.3 (July 2016 est.) 2.42 (2015 est.)
Urban Population (Millions) / Annual Growth Rate (%) <sup>[7]</sup>	5.9/3.3%	5.9/3.3%	6.0/3.5%	6.2/3.5%
Number of Major Urban Areas	1	1	1	1
Per Capita Gross Domestic Product (U.S. Dollars) <sup>[7]</sup>	2,100	2,400	2,400	2,500
Unemployment Rate <sup>6</sup>	48%	48%	48%	48%
Percent of Female Population Unemployed - Youth Age 15-24 <sup>[7]</sup>	20.1 %	20.1 %	19.0%	19.0%
Exchange Rate (US\$1 CFA BCEAO Franc) <sup>10</sup>	477.34	536	605	620

Table B: Consumer Food &amp; Edible Fishery Product Imports

Products (in million U.S. Dollars)	Senegal Imports from the world				Senegal Imports from the U.S.				U.S. market Share (%)			
	2013	2014	2015	Jan-Oct 2016	2013	2014	2015	Jan-Oct 2016	2013	2014	2015	Jan - Nov 2016
Consumer-oriented Agricultural Total[1]	460	490	387	353	5	2	3	3	0.011	0.004	0.007	0.008
Red meats, fresh, chilled or frozen	9.5	10.2	7.5	8.9	0.5	0.3	0	0.1	0.043	0.033	0.042	0.2

<sup>9</sup> <https://www.cia.gov/library/publications/the-world-factbook/geos/sg.html>

<sup>10</sup> <http://www.oanda.com/currency/historical-rates/>

Dairy Products Excl cheese	73	78	55	47	0.170	0.08	0	0	0.002	0.001	0	0
Eggs & products	6	7	7	10	0	0	0	0.3	0	0	0	0.03
Breakfast cereals and Pancake mix	5	2	2	1	0	0.006	0.008	0.01	0	0	0	0.01
Fresh Fruits	23	21	20	17	0	0	0	0	0	0	0	0
Fresh Vegetables	40	42	35	27	0	0	0	0	0	0	0	0
Processed Fruit & vegetables	24	23	26	18	3	0.5	0.5	2	0.125	0.022	0.021	0.111

Source: *Global Trade Atlas System*

**Table C: Top U.S. Agricultural Exports to Senegal (Value in thousands of dollars)**

Description	2013	2014	2015	10/2016
	<b>Total</b>	<b>15,253,541</b>	<b>21,095,782</b>	<b>15,710,930</b>
Corn (Maize), Other Than Seed Corn	-	-	-	6,459,550
Soybean Oil	626,157	7,430,661	7,983,030	2,970,067
Soybean Oilcake	2,617,719	6,100,794	-	2,408,702
Tomato Paste	2,638,251	202,170	148,686	1,692,488
Food Preparations	332,003	562,445	1,496,198	572,189
Eggs Of Chickens, Fertilized For Incubation	-	-	-	235,234
Vegetables Mixtures, Dried	102,821	142,551	207,045	227,486
Nonalcoholic Beverages	72,601	48,666	419,903	186,351

Mixtures Odoriferous Substance Use Food/ Drink	67,110	-	66,426	151,838
Vegetable Seeds For Sowing	142,080	725,764	54,274	141,206
Birds' Eggs, In The Shell, Fresh, Preserved or cooked	-	-	-	106,682
Livers of Bovine Animals, Edible, Frozen	316,729	305,065	65,265	89,163
Potatoes, Seed, Fresh Or Chilled	-	-	15,796	83,300
Rice, Broken	-	2,340,451	3,498,763	667
Durum Wheat	-	-	143,365	-
Lentils, Dried Shelled, Including Seed	98,632	54,370	88,030	-
Corn (Maize) Flour	3,017,177	-	80,497	-
Chickens, Live, With Not Over 185 G (6.53 Oz.)	-	80,591	78,956	-

**Source:** *Global Trade Atlas System*